



TENNIS  
FOR BRITAIN

# MIDLANDS CLUB WEBINAR

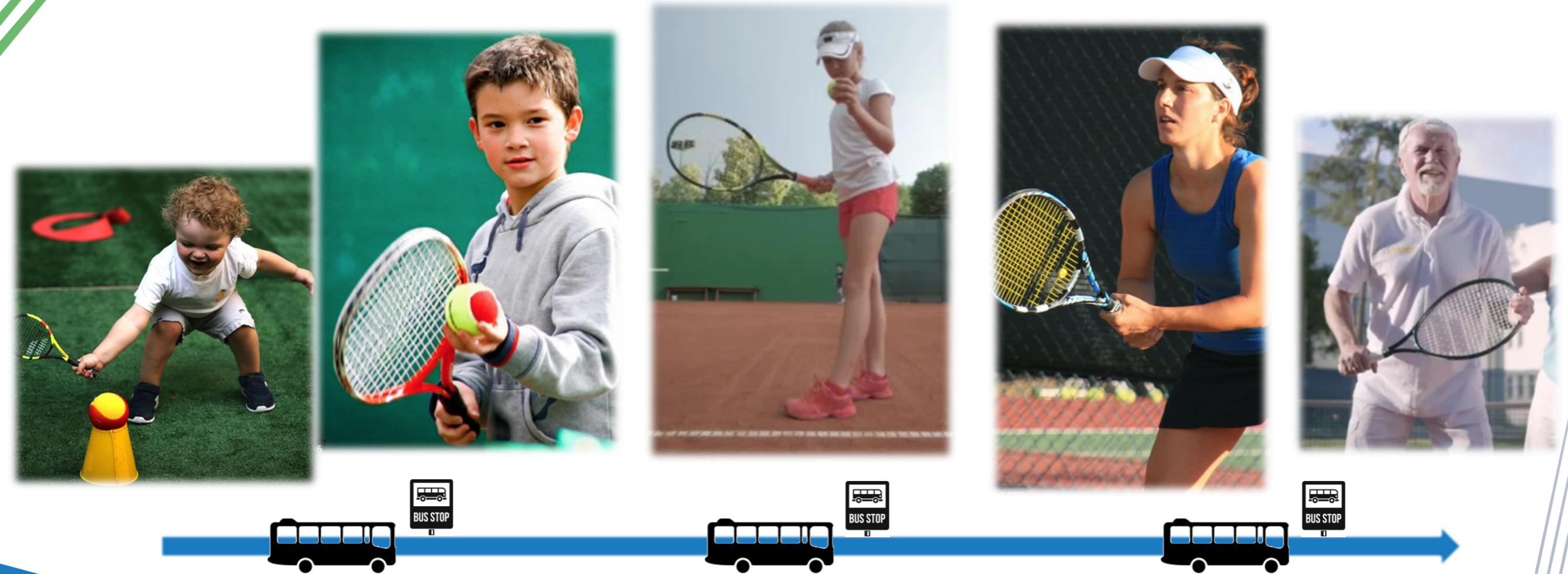
MEMBERSHIP RETENTION &  
INTEGRATION THROUGH  
SOCIAL COMPETITION



# COMPETITION: AN IMPORTANT PART OF RETAINING NEW AND EXISTING PLAYERS



# The Tennis competition journey



**An offer for all players from 3 to 93. Does your club provide this for your members ?**

# EXPLORE DIFFERENT FORMATS, SCORING SYSTEMS, & COMPETITION THAT BEST SUIT YOUR MEMBERS

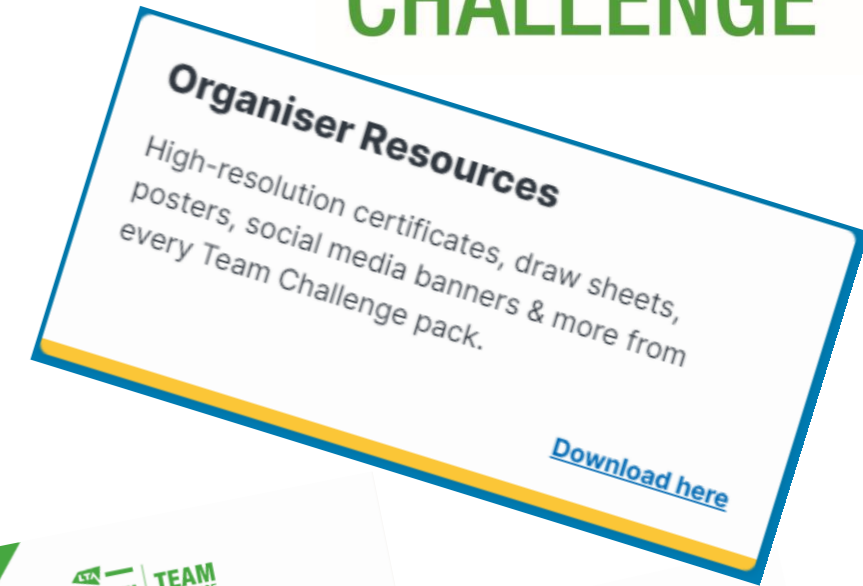
- Regular social, low-key competition for adults of all levels
- **Team Challenge** events and fun competitions themed across the year
- **Box leagues**
- **Ladders**
- **American style events**
- **Club championships**



# TEAM CHALLENGE FESTIVALS

- ✓ Use existing court time for fun, inclusive competition
- ✓ Ensure you include new members from existing coaching groups
- ✓ Informal, low-key approach
- ✓ Team activity to build confidence
- ✓ Plan a schedule for 6-12 months at a time

# TEAM CHALLENGE



# CHARNWOOD TENNIS CLUB, LEICESTERSHIRE – A REAL LIFE EXAMPLE

## CAROLINE WILKINSON

### Q. Why run Team Challenge events?

- *help new beginners to get started*
- *encourage better players to offer their support*
- *Nurturing a fun and inclusive competitive culture.*

### Q. How often do you run Team Challenge events?

- *one every term for beginner and intermediate groups*
- *Additional ‘themed’ events throughout the holidays*

### Q. How much time do they take to organise?

- *hardly any time at all*
- *really simple events to organise and run*

“I would encourage all clubs to try running them. Players that start out doing this very quickly get the tennis ‘bug’ and move on to wanting to join our ladies teams.”

7 “As a result, we now have 7 teams in the Leicestershire Summer Doubles League.”



Easter Team Challenge



Christmas Team Challenge



*Our Girl Set Match tournament on our tennis trips to Lanzarote goes down a storm!! They love the medals and inflatable trophy...*

# ACCESS TO TOOLS AND SUPPORT AVAILABLE – SO EASY!

<b>TEAM CHALLENGE</b>	Fun, team based format to help introduce players to competition with informal scoring	<ul style="list-style-type: none"><li>- Beginner-Intermediate</li><li>- Ideally junior players, but can be used for adults too</li></ul>	<ul style="list-style-type: none"><li>- Can be anyone holding a formal role at a venue</li><li>- Must hold a current DBS</li></ul>	<ul style="list-style-type: none"><li>- Opportunity to engage new players in comp</li><li>- Flexible format</li><li>- Minimal admin</li></ul>
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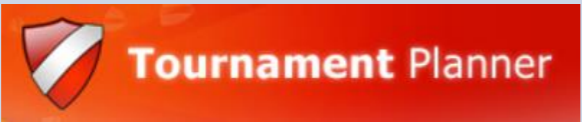
Easy to apply – [Click here to apply for Team Challenge](https://www.lta.org.uk/roles-and-venues/coaches/products-and-programmes/team-challenge/)



<https://www.lta.org.uk/roles-and-venues/coaches/products-and-programmes/team-challenge/>



# ACCESS TO FURTHER COMPETITION TOOLS AND SUPPORT AVAILABLE

Tool	Current Support	Coming Soon
	<ul style="list-style-type: none"> <li>- Online Guide</li> <li>- Competition Development Partner in each region</li> </ul>	<ul style="list-style-type: none"> <li>- Pre-recorded training webinar video</li> </ul>
	<ul style="list-style-type: none"> <li>- Online Guide</li> <li>- Competition Development Partner in each region</li> </ul>	<ul style="list-style-type: none"> <li>- Pre-recorded training webinar video</li> </ul>
	<ul style="list-style-type: none"> <li>- Online Guides (Quick Start &amp; Full)</li> <li>- Online installation guidance</li> <li>- Pre-recorded training webinar with accompanying timings document</li> <li>- Competition Development Partner in each region</li> </ul>	<ul style="list-style-type: none"> <li>- 'Bite size' tips and hints videos to be shared online</li> </ul>

# LTA Regional Contacts

## LTA Midlands Team

### Specialists

**Workforce**

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### Participation Development

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# THANK YOU



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FOR BRITAIN